



Milan, Italy

Excellence by Design

As the *de facto* home of the world fashion industry prepares for Expo2015, INVICTUS travelled to Milan, Italy to discover why it is no accident the city has earned the title of the 'World's Centre of Design Excellence'. Speaking to some of the key protagonists amongst the high concentration of yacht design studios clustered in the city, we now understand why yacht owners should make a pilgrimage to Milan once... at the very least.

By Frances and Michael Howorth



It comes as no surprise that many yacht-related studios are based in Milan: 'The Design Capital of the World'

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Play the word association game with the city of Milan and the almost immediately inevitable response will be: 'fashion'. Yet Milan is

much more than the capital of Italian design, it is one of Italy's most cosmopolitan cities. It is a centre of economy, of culture and fashion. It is here that stylists and designers meet and new trends take shape. The city's designer credentials encroach into every aspect of everyday life, from clothes to jewellery, furniture to luggage. Spectacles and sunglasses to cutlery and of course, dinner plates, everything is shaped by the design industry. Shop windows have become art forms in their own right and there is no shortage of year-round visitors delighted to shop, linger and gaze.

Despite volubly remonstrating and theatrically gesticulating about the state of the roads, traffic, drabness of the airport at Malpensa and bands of pickpockets that greet visitors at the beautiful edifice of Milano Centrale rail station, the local design

community is fiercely proud of their the Salone Internazionale del Mobile di Milano. Held every year in April this exhibition, known as Italian Design Week, is the largest trade event of its kind in the world and showcases the latest products from designers of furniture, lighting and home decor. This year there will be yet more competition for the world's headlines, given that Milan is to host Expo 2015 having assumed the mantle from Shanghai, the hosts in 2011. Expo 2015 is a Universal Exposition to be held from May 1st to October 31st. Referred to by many locals as the City of Excellence, it is fitting that Milan should host such an auspicious event. The experience takes the theme "Feeding the Planet, Energy for Life." Over 140 countries will participate, of which 53 will build their own pavilion, and jointly invest over \$1-billion dollars. An expected 20-million visitors will attend and Italian tourism is hoping to cash in on a turnover of approximately \$5.5-billion dollars. It is however, not so much the figures that make the event fascinating. For the first time in its centuries-old history,

An expected 20-million visitors are forecast to descend on Milan during 2015 for Expo. The city hopes to cash in on an extra \$5.5-billion in revenues.

Time with... MATTEO PICCHIO



Architecture graduate turned lecturer, Matteo Picchio is now one of the few designers in Italy who works on the restoration of old boats.

Why is Milan important to you?

For a start it is my home, I was born here, I grew up here and now my business base is here. But it will always be special for me because I graduated from the faculty of architecture during the academic year of 1993/1994 at the Milan Polytechnic. I then went back to lecture there while undertaking research work in residential planning.

How do you think foreigners view Milan?

Milan has worked hard since the ending of the Second World War to become the design capital of Europe. It did that initially in industrial design, before moving onto furniture, now fashion and yachting have followed. It has built on its reputation and I think the world respects Milan for that. In my job I travel a great deal and often visit the USA. Americans love design, but when they talk about it they never use the words Italian design like some here do, instead Americans talk about Milanese design

Tell us about how you became involved in yachts?

As a kid I used to spend months at a time working on my father's boats in several yards and began hanging out with Cesare Sangermani at his shipyard. I learnt a great deal from him. Then while I was still studying I came across a magazine advertisement for 54' ketch designed to sail around the world. The owner had started but not completed the project and wanted to sell it on. My father helped me buy her and I stripped her completely and began to personally and patiently rebuild her in Liguria. So began my first experience in yacht rebuilding, which saw me take on the role of designer and project designer. It took two-years to complete, meaning I was two years late graduating as an architect, but it was the beginning of my now successful career as a designer specialist in yacht restoration.

Do you still practice in architecture?

In Italy we call all qualified and practiced professionals in the field of design architects, but if you're asking if I still work on buildings, the

answer is yes. Boats for me are the fun side of the business. Residential architecture is what I consider a more serious and demanding activity. I am fortunate to be good at both, but my preference is in yacht design.

What makes a good designer?

A good designer should be able to design a spoon or a great ship. I began by designing buildings in New York. It is the type of work anyone trained to do it can achieve. But to design yachts it is important to be at one with the sea and you need to then apply that passion in the creation of a really good boat. I have spent 19-years doing just that and now have a studio employing four staff plus one freelancer

Tell us about a restoration project you are proud of.

Just one? Seriously, they are all great but perhaps a favourite of mine is Marie Theresa, a tug boat built in 1960 that we converted into a yacht four years ago. She was launched in 1962 at the Savona Solimano Shipyard as Capo Caccia and in 1997 was purchased by a company in Monaco to be part of the fleet working in the harbour. A ship owner bought her with the intention of transforming her into a luxury yacht and came to me to oversee the project. I took her to Cantieri Navali di Sestri near Genoa to begin a complete refit. We commenced by sand blasting the steel to ascertain the vessel's true state, we measured the shims and removed the cumbersome towing eye. I redesigned the deckhouse, replacing it in light alloy and completely redesigned all of the interiors. We salvaged as much as we could of the original fittings for re-use, including the old bronze portholes and the windlass. The whole project was highly rewarding and I am happy to say the owner was delighted

What are you working on at the moment?

Currently we are refitting two powerboats and are designing a new 98' (30m) sailing boat for a previous client of ours, someone who wants to sail around the world. He has big plans to sell more of the same design by setting up a shipyard and selling the yachts at a good price.

YACHT SPOT?

Miles from the sea it may be, but nevertheless famous fashion names synonymous with Milan rub shoulders with the world of superyachts. Giorgio Armani built the 164' Mariu and now owns the 213' Main, both by Codecasa, while Roberto Cavalli is the proud owner of the 135' Baglietto RC. Fashion designer Valentino Garavani—founder of Valentino SPA—is the owner of TM Blue One a 152' Picchiotti built in 1988, while the 167' Codecasa Regina d'Italia is the pride and joy of Stefano Gabbana, one half of Dolce & Gabbana. Flavio Briatore the man behind the Benetton global fashion brand owns the motor yacht Force Blue and Tribu—a 164' expedition yacht from Mondomarine—was built for the other Benetton co-

founder, Luciano Benetton. It is not just clothing fashion magnates that are attracted to superyachts either; Leonardo Del Vecchio the founder of Italian eyeglass manufacturer Luxottica owns the 203' Codecasa Moneikos launched in 2006. All owe much of their fortune to the design impetus provided by the city. Perhaps more surprisingly given its land locked location, Milan is also home to some of the more significant superyacht designers. Among them Ivana Porfiri, German Frers Jr, Paolo Rossi, Federico Fiorentino, Matteo Picchio, Antonio Romano, Marco Bonelli, Marijana Radovic and, with the mantle of having designed the world's largest superyacht, Mario Pedol of Nauta Yachts.

Many of the names behind the designer brands in the Galleria Vittorio Emanuele II also own Italian designed and built superyachts.



Time with... **FEDERICO FIORENTINO** of Federico Fiorentino Yacht Design



Musician turned yacht designer Federico Fiorentino has enjoyed great success designing smaller boats but now seeks a larger slice of life in the world of superyachts.

Can you explain why you design yachts?

My father has always been passionate about sea, so my childhood was spent with him and the rest of the family on the water. My Father kept his boats in the south of Italy and we used to sail in and around Puglia into the Adriatic and over to Greece and Yugoslavia. He always owned motorboats and I became fascinated by engines and structure from a young age. In fact I can show you drawings I made of yacht design features that I made when I was five!

So why did you not become one when you left college?

It is true I always wanted to design and was always drawing boats but fate created a different career path initially. I studied music in Boston and went on to work as composer. It was something I did until I was 30, but then I knew I had to quit and follow my heart.

Music is far removed from boats how did you make the change?

Believe it or not the two share a common theme. They both require dedication and discipline in order that the end result is harmonious. I began a course in small boat building just for fun, that led me to the point that I started designing tenders and high speed racing boats.

Where you good at it?

It would seem so! Drivers began racing my boats on Lake Como and my designs were noticed when they started winning. The more races they won, the more people wanted me to design for them. I then began drawing the designs for the Naumatec range of tenders. From there it followed that I began to design custom tenders and in the last five-years I moved on to designing large yachts.

What yachts carry your tenders?

I was commissioned to design tenders for Mr Garvin Brown III, at the time owner of the Jack Daniels brand, for his 111' and 141' yachts Lady Trudy which were both built at CRN. Far Away built by Canados also carries two, as well as Yalla and Reborn, amongst many others. There is an 80' fast rib with jets and various other projects in the pipeline, but they are waiting for the green light so we can't count them just yet.

Moving into large yachts what is the activity there?

Eurocraft in Vado Ligure is a young shipyard, but big in terms of physical dimensions. While they are not recognized among the bigger yacht-building names, the yard is still known for its very high quality. They have sold a 164' project and there is 141' hull already built on-hold waiting for a new owner.

What concepts have you revealed recently?

I have drawn what I refer to as a superyacht on steroids! She is a 164'

superyacht capable of 24-knots that I have called The Belafonte. She will be bronze in colour and will feature a massive bow and her striking bronze exterior will catch the sun's reflection off the sea. Notable features include a hot tub surrounded by sun loungers on the top deck and the spacious middle deck also boasts a small plunge pool, just steps from a large circular table for alfresco dining. There will be accommodation in five cabins, including the owner's and a large VIP suite. The owner's suite will encompass nearly 900sqft and has its own separate studio, balcony, walk-in closets and two en-suites. It has gathered quite a lot of press attention and we are at the early stages of talking with a potential owner.

What is it about Milan that you love or hate?

Milano is an excellent city for connections and a good place to work. It is a great place to network in the field of design. I think of her as a gracious old lady, she used to be far more beautiful in the days gone by but the canals and waterways have been covered over. As I walk around the city noticing the state of the sidewalks and the streets I cannot help but think the clothes the old lady is wearing are looking threadbare. She needs new ones, the infrastructure of Milan is beginning to age badly and it is only a matter of time before the rest of the world will take note. I have plans now at an advanced stage to open an office in Monaco but Milan will remain the design powerhouse it has always been.



262' Project Namor

A slightly smaller version of this 80m project christened 'Namor' is currently being developed in collaboration with an Italian shipyard.

With striking aerodynamics, yet harmonious and elegant lines, Federico Fiorentino's concept certainly differentiates itself from the crowd. The yacht features amenities like a floodable garage that converts into a swimming pool, a double height main saloon, a cinema, a spa, a gym and a full upper deck entirely dedicated to the owner that occupies over 2,000+sqft. Onboard are three swimming pools and a Jacuzzi, a spacious beach club and a garage for two tenders. Last but not least, the 31' limo tender that reflects the elegance and refinement of the main yacht has also been custom designed by Federico Fiorentino.

Time with... **ANTONIO ROMANO** of Hot Lab



Antonio Romano studied industrial design and first came to Milan 13-years ago when he and business partner Enrico Lumini and Michele Dragoni set up Hot Lab. The studio has been responsible for yachts built by Mondo Marine, RMK, Bilgin. The team of eight offers the full package of design expertise, from concept to completion, inside and out.

What is it that makes Milan special for you?

Milan is the home of Made in Italy, design. By that I mean design in its broadest sense of creative culture, ranging from the decorative arts and industrial products to jewellery and food design. The city is the home of the creative economy, capable of generating new wealth and intellectual property: patents, copyright, brand names, registered designs. The work done here by the design industry is so intense that it acts as a driving force, even for traditional manufacturing activities. Milan is the city of the graphic designers, the industrial designers and the architects, but it is also a city of stylists, entrepreneurs and publishers who have written the history of Italian culture.

What led you to set up Hot Lab in Milan?

Today the city is the nerve centre of publishing and advertising, it is the centre of Italy's hi-tech businesses and of all the entrepreneurial activities triggered by the development of new technologies. It was in this cultural and manufacturing context, so deeply rooted with the Made in Italy philosophy, yet so thoroughly international in its mind set, that we decided to establish Hot Lab as a yacht and design studio here in 2004.

How does that help your client?

When a new client is interested in developing an interior design project with us we have our first meeting in our Milanese studio. Then we usually take them around some of the most important furniture showrooms here. In addition to its status as a powerful player on the international fashion scene, Milan is also the furniture design and production capital of the world. Since the 1950s, the city's countless furniture brands have been spearheading inventive, contemporary interior style. It is always our pleasure to show clients the quality of and introduce them to some of our favourite brands.

Can you give some examples?

Moroso (even if is not a milanese company) is an historic sofa, armchair and accessories manufacturer that has undergone a modern transformation under the direction of Patrizia Moroso, daughter of the company's founder. Creative partnerships with designers like Ron Arad, Marc Newson and Patricia Urquiola have pushed Moroso into exciting new design territories. Today, celebrities and Middle Eastern royalty alike, adore the brand's edgy designs and fresh vision.

Poltrona Frau, a master of Italian seating is another favourite. This brand has created everything from iconic leather armchairs to the seats found in Ferrari autos as well as theatres and opera houses around the globe. Since creating its first armchair model in 1919, Poltrona Frau's designs have expanded to include a rich, full collection of living, bedroom and office furniture. Then, for nearly five decades, B&B Italia has dominated and made significant contributions to the contemporary furniture landscape. Dedicated to outfitting modern lives with sophisticated and timeless furnishings, B&B Italia collaborates with some of the world's most renowned designers and architects, including Marcel Wanders, Naoto Fukasawa and Nicole Aebische.

What else has Milan got to offer?

Milan is surrounded by many, high quality, small artisanal companies all able to create luxurious yacht interiors and unique villa furnishings around the globe. We're very glad to have some of these companies like Colombo Yacht and Alimonti Marble as our closest neighbors.

Where does the Milan design talent get incubated?

The Politecnico di Milano, the I.E.D. where Enrico Lumini, my partner in Hot Lab, is also a teacher, plus a significant number of other worthy schools in Milan constitute a collective incubator of talent, so we are constantly connecting with young designers through internships. These are offered by a plethora of professional design studios, thus providing young people with a unique opportunity to immediately test their mettle in the job market. I do not think Milan is short of talent now, nor do I think it will become so in the future.



Mondo Marine M50

Designed by Hotlab in collaboration with the Savona-based Mondo Marine shipyard, the new M50 semi-displacement tri-deck will be displayed at the Monaco Yacht Show in September

the Expo will not simply be an exhibition of human progress, but the opportunity to promote discussion and cooperation between nations, organizations and businesses to develop joint strategies to improve the quality of life and support the environment.

HOSTELRIES AND HISTORY

No matter what time of year, the city appears awash with tourists and, restaurants, cafés and boutique designer hotels cater for the fashionistas who crowd the streets. One such is The Gray Hotel set in the very heart of city, close to the Duomo, the Scala and Galleria Vittorio Emanuele, an important meeting point, with elegant shops, coffee and tea houses. Forget the five-star Bulgari, or even the Baglioni, this is the hotel where those 'in the know' choose to stay. The Art Nouveau facade conceals an exciting line-up of details designed by vibrant and original stylists. The lobby is a glittering art gallery in which everyday objects lose none of their functionality yet are brought into play as amusing interior design features. The Gray's glamorous good looks are highlighted by delightfully quirky touches, like an

eye-catching red and fuchsia pink swing chair in the lobby, an intimate restaurant, a bar, summer terrace and cocktail lounge.

It is as you would expect of a member of the Small Luxury Hotels of the World group and reflects Milan's true soul: style, elegance and eclecticism. Each room is uniquely decorated; one features a suspended bed, another a private gym and Turkish bath, yet another with a large circular Jacuzzi. Steel, glass, ebony, silk and vibrant animal prints are incorporated into the imaginative design scheme. Our delightful junior suite overlooked one of the city's main shopping attractions, the Galleria Vittorio Emanuele, one of Europe's most beautiful glass-roofed shopping arcades.

Milan, the capital of the Lombard region, is not a new city of frivolous fashion. Founded around 600 BC, it was conquered by the Romans and became a key centre of western Christianity and capital of the Western Roman Empire. Called Mediolanum, meaning middle of the plain, the name perhaps reflected also the importance of its location as a hub of the road network of northern Italy. In the middle ages Milan flourished as a commercial and banking centre.

**Historic and contemporary:
the city and its wide variety
of design communities
inspire each other in turn in
a cyclical frenzy of
creativity.**





Inspirational ancient architecture, bustling streets, fantastic shopping and great food... what more can one desire from a city break?

Then as today, the city was a place where peoples of different nationalities and cultures met. The history of the city can be seen in its ancient building including the grand Sforzeco Castle and the historical Basilica di Sant' Ambrogio one of the city's most ancient churches built by St. Ambrose in 379–386.

Use the word art in the same sentence as Milan and someone is bound to mention Leonardo da Vinci's mural of The Last Supper. This late 15th-century mural painting was applied directly onto a wall in the refectory of the Convent of Santa Maria delle Grazie, so it is not going on a world tour anytime soon. If you wish to see it do not forget to book! Only 15 people at any one time are allowed to gaze in awe at this, one of the world's most famous, most studied, scrutinized, and satirized works of art.

Also standing, as testament to the rich history of the city is the multi-spired Duomo, a Gothic masterpiece of a cathedral built over several centuries. Whilst the inside of the Duomo is impressive, it is hugely outshone by the opportunity to walk around the roof of the fairy tale building, admiring the cityscape and imagining yourself amongst the worlds of angels and

demons. For culture the La Scala Theatre is a not to be missed treat, the world temple of opera for more than 200-years. Sitting in one of the red and gold tiers of seats, gazing at a where both Verdi and Maria Callas trod the boards, is a truly uplifting experience. Milan is not just a place to feed the soul, but also the body. Italian food is world-renown but Milanese cooking produces special dishes that are in a class of their own. Risotto A la Milanese, the ubiquitous saffron infused risotto, was said to be accidentally created when a jealous lover trying to spoil the risotto of his love's wedding breakfast. He did so by spiking the dish with printers' saffron dye, an act that backfired and became the signature dish of the city. Milan is host to some of Italy's finest restaurants and superstar chefs and come in two distinctly different formats: the very traditional Al Girarrosto da Cesarina on Corso de Venezia, where we lunched with yacht designer Frederico Fiorentino, is one to recommended or there are the super-chic and newly creative.

Eating in places termed 'trendy' can be tricky and it pays to do prior research. When Gianluca Poerio,

managing director of Sand People Communications the Swiss-Italian yacht industry PR specialists, invited us to join him at Pisacco for dinner we were intrigued. In a city side street, Pisacco is hailed by many as the place to be seen. But we question, "Are the management taking diners seriously?" The menu offers Sardines as a starter. While most dishes on the sheet are given an explanation as to the contents of the dish, the description for this item is notable by its absence. Clearly no description is needed, because if you order it, that's what you get; an unopened tin of Sardines in its cardboard wrapper that you could have picked up from the supermarket! But at least if you ask, the waiter will justify the cost by opening the can for you!

SEAT OF LEARNING

Design in all things is born of a creative streak but unless well directed and cultured, that imaginative spark of an idea can wither on the vine and die. To flourish, good design has to be nurtured by experienced teachers and here again, Milan reins supreme. The city is world famous for its School

Time with... **MARIJANA RADOVIC AND MARCO BONELLI** M² Atelier



Partners in life and now in business, the architects Marijana Radovic and Marco Bonelli have merged their own design houses of Standby and Bamdesign to become M2 Atelier

Marijana, you have brought your own design studio to the partnership you call M2 Atelier. Please tell us more about what Standby has to offer?

I come from Belgrade where I was brought up, but it was here in Milan that I took my Masters Degree in Yacht Design. I was among the very first students ever to do so. I had been in Genoa previously, working on yacht designs with Lazzarini Pickering Architetti in Rome and wanted to start my own company where I specialized in custom interiors for yachts, hotels, private jets and residences. I realised that Milan had much more business pulling power compared with Belgrade, so I moved here where my studio began working with Marco's Bamdesign... the rest is, as they say, history!

Marco, what did Bamdesign bring to the table?

I originally co-founded Bamdesign in 2001 with a business partner when we had offices in both New York and Milan. We have always specialized in creative concept design for fashion brands, like Dolce & Gabbana, Salvatore Ferragamo, Gianfranco Ferré and others. Many of these brands, if not all, use Milan as their base, so setting up M2 Atelier here in Milan seemed a very logical development. When we began working on the interior of yachts I came into contact with Marijana and her company Standby... I confess it was not just her design talent that attracted me! We are now married and have just celebrated the birth of our second child.

You chose Milan because of its reputation but why specifically this location?

This is an old factory or atelier, as you can see it is a huge space with high lofts and mezzanine floors that lend themselves to displaying examples of our work. We have here in our studio an ever-changing display of products, designs and creations, not only our own work but also art created by others in our circle of contacts. Our offices are also close by those of German Frers and Nauta Yachts, so it makes sense to be in the same district as other great names in the yachting business.

Besides that, what makes Milan so important for you and your design work?

Not only does Milan offer us a fantastic design base, you can travel so easily from here all over Europe. Everyone else in the design industry seems to come here for networking and to do business and Milan is full of artisans who each love to create something new and unique. We also believe that Milan can be considered to have a very European approach to work, rest and play, it is less Italian than other cities in this country, which suits us and our style. You'll notice how here lunch is taken over a one-hour break, office hours fall into line with say Paris or London, and

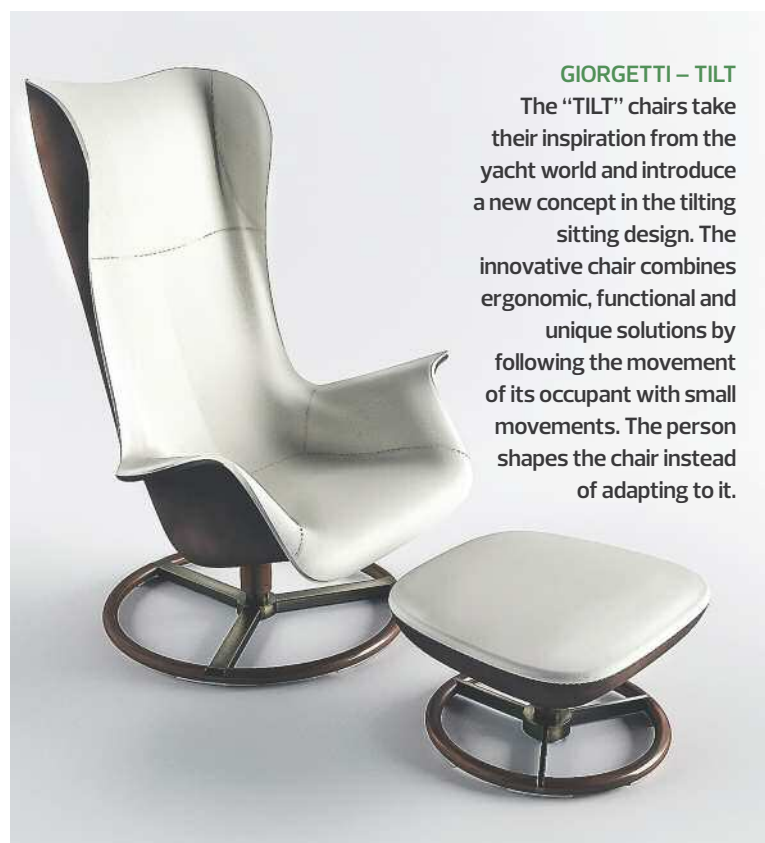
the way people work, play and entertain, it all appears far more in the style of Europe than the cities south of here.

What sort of products are you designing with yachts in mind?

When it comes to furniture we have designed a fantastic chair for Giorgetti, the traditional furniture manufacturer. For this piece we took our inspiration from a boat, making the chair move like a gimbal and follow the person sitting in it. We are also working on lighting designs for yachts in co-operation with Cantelopi, though the design is quite generic and we can see it fitting into the residential market just as easily.

Are there any yacht or aircraft designs you are working on?

Yes we have Cassopia, a 136' catamaran that we are working on. She is being converted into a static floating hotel and conference center with retail shops on board. She will be moored in the Caspian Sea in Baku, Azerbaijan and will be connected by bridge to the land. We also are working on designs for a 263' explorer yacht and have two Bombardier aircraft interiors at the design stage. One is a Challenger 605 the other a global 5000.



GIORGETTI – TILT

The "TILT" chairs take their inspiration from the yacht world and introduce a new concept in the tilting sitting design. The innovative chair combines ergonomic, functional and unique solutions by following the movement of its occupant with small movements. The person shapes the chair instead of adapting to it.

Time with... **MARIO PEDOL** of Nauta Yachts



Having previously penned the design of thousands of production boats and some of the most renowned custom sailing craft, the studio of Nauta and industry veteran Mario Pedol became truly world famous for designing the world's largest private yacht: the 590' (180m) MY Azzam. Justifiably one of the most respected designers in the business and a true gentleman, Mario shared his thoughts on Milan with us...

How would you describe Milan?

The city is the center of design excellence especially in product, furniture and fashion. The region surrounding Milan has the highest earning per capita in Italy and maybe in Europe. The Brianza region, from Milan to Lake Como, is a center of excellence for furniture manufacturers the likes of Minotti, Unifor, Flexform, Molteni, Dada, Cappellini to name just a few!

What is the catalyst for this?

In April of every year Milan plays host to design week, it is the most important show of its kind in the world. The Salone Internazionale del Mobile is to furniture what the Monaco show is to superyachts. It is a huge event and overflows its official site with many fringe events all around the town. For me it is very important, I always try and allocate a block of time to attend it all, but I seldom seem to scratch the surface.

Why do so many yacht owners live around Milan?

Milan is the financial and cultural center of Italy, and as such it is dynamic city where business people flourish and do well. It has a poor climate that makes for hot humid summers and damp cold winters, so people who work hard in the week drive the two-hours to either coast, or the mountains, at weekend. Lots of people are really passionate about the freedom and interaction with nature they crave while at work. So even though we are located in the Po valley, there are lot of passionate sailors here. We like that because our job is fed by passion.

Tell us about the development of Nauta's design expertise...

I was born here in Milan and grew up here. I became the Italian agent for the British brand Oyster in 1978, and needing to know more about boats I signed up for a new yacht design course in Milan. That led to an internship with Scott

Kaufman yacht design in New York. I came back to Milan in 1983 and designed a 54' yacht for a previous client in cooperation with Scott. That client did not go ahead, but I loved the idea of this bigger boat and with Massimo Gino I set up Nauta Yachts on the Adriatic to build her at 54'. We designed, built and sold yachts until 1992, when here in Italy the economy collapsed following a scandal involving politicians. It was then that we started in more flexible way to concentrate on design.

How did the design business fare?

It began with mainly one off commissions like the 90' ordered by a Nauta 70' Owner. Then there was the 84' that was launched as the next My Song and was built in New Zealand. I started my on-going relationship with the Southern Wind Shipyard in 1995. We do not do the naval architecture work for any of our sailing yachts because we believe it is important to use the very best of professionals in racing world to undertake this work and we have developed a close working relationship with the likes of Farr Yacht Design, Reichel-Pugh and Judel-Vrolijk.

What about motor boat designs... how did it lead to Azzam?

We had designed the interior of Bertram yachts in the mid-nineties but did not design a motor yacht until I started in working with Toy Marine during 2003, where we drew a 36' lobster boat and a range up to 68'. I still work with them building yachts in Savona. Then, Renzo Piano the famous architect, asked me to design a yacht with him for his own use. The result was Kirribilli a 72' sailing boat that we built in Punta Ala in Tuscany and launched during 2006. He introduced me to one of his clients who worked in real estate and wanted a big 230' motor yacht. We chose Fincantieri as the yard to build her and in 2006 signed letter of intent, and then signed a contract in March 2007. Known as Project Light unfortunately, it was put on hold by the client in February 2008... but it did lead on to a commission to design Azzam. Perhaps you have heard of her?

You still busy in Milan?

Absolutely! I still work with the Beneteau Group where we have 20 models in production including catamarans. There are two yachts in build at Baltic, two with Southern Wind, the 108' CDM Nauta Air Explorer Yacht for Cantiere delle Marche... plus we are working on the interior of a Moonen 120. And that's just some of it!

RPNB 130

Currently under construction at a shipyard in the Baltic, the new Nauta and Reichel Pugh 130' lightweight performance sailing yacht will feature an extremely quiet interior. The RPNB 130's features include stylish flush deck and a tapered lifting keel drawing 23' in the down-position. It's full of neat solutions too, for example, to ensure internal sightlines within the low coachroof a 13' long opening has been integrated in the bulwark. displayed at the Monaco Yacht Show in September





INVICTUS proudly supported the recent inaugural Monte Napoleone Yacht Club initiative, an innovative cross marketing event that paired yacht builders with designer fashion houses.

of Design and Design Department, which together form Milan Polytechnic of Design. It is a sizeable campus that takes in over 1,000 students each year and was one of the first Italian universities to implement the reform of the university system, leading to the structure that includes Bachelor of Science and Master of Science programmes. Amongst the wide range of Master Degree courses and PhD research opportunities, the Politecnico offers a Masters programme in Yacht Design. The one-year courses began in 2001 and to date 14 have been run and each March some 60+ candidates apply for the 20 to 30 places available. "This must be one of

the biggest schools of its type," said Professor Andrea Ratti one of the principle lecturers. He added, "The course can be seen as expensive, but we do offer scholarships and aim to attract students from around the world. This year for example we have three students from Korea. Two of them are from the south and the other from the North. That's a first!" The Politecnico is at the cutting-edge of boat building material and is leading research into new natural products such as flax and cork. Recently, using vacuum bagging techniques, the department successfully created foils that were used with startling results on high speed racing craft. The campus on which the yacht design school is located is also home to one of the world's largest wind tunnel testing facilities, second only in complexity to those located in Denmark and Japan. Professor Fabio Fossati oversees a team that spends up to 18-hours a day testing the effects wind can have on a structure; be that the wings of an aircraft, the sails of a yacht or skyscrapers. Designs for many of the

Americas Cup yachts have been the subject of such testing. In 2003 it was Prada, in 2007 it was the turn of Luna Rosa, then three years later it was Oracle that spent \$-millions here in research time. Now the fourteen, 12 bladed turbine fans are being put to good use testing the next Americas Cup challenger: Luna Rosa who will compete in Bermuda in 2016.

MONTE NAPOLEONE YACHT CLUB

Undoubtedly the most compelling evidence of Milan's link with yachting came between the 28th and 31st March this year during the inaugural Monte Napoleone Yacht Club event, which INVICTUS was proud to support as the sole Media Partner. The brainchild of Guglielmo Miani, President of Associazione Monte Napoleone, this highly innovative cross-pollination concept united world-class tailoring united with high quality shipyards from the yachting sector and for a few thrilling days one of the most important streets in the world of fashion became the vibrant 'Monte Napoleone Yacht Club'.



Time with... **PAOLO ROSSI** of the Paolo Rossi Studio

A resident of Milan since he was three, growing up in the city Paolo Rossi has learned firsthand the importance of practicing in the Capital of Design

Tell us about Milan and why it works for you?

While I was not born here and did leave to study architecture at Florence University, Milan is where I grew up and I love the city very much. It is part of me and I am part of it. On a very personal level I would love to live beside the sea, but Milan is my home and this is where I will stay.

What is the attraction of Milan?

Its reputation as the design center of the world is certainly a draw and by far the largest number of Italian yacht owners live here, miles from the sea! From a designer's point of view it is highly efficient to be located here as it is not really important for a yacht designer to have offices by the sea. In Milan you can find anything, people come here for design and other exhibitions, collaboration with artisans. There is a culture of design here and being a well-connected transport hub travel logistics are easy.

How did you become involved in yacht design?

I had chosen to write a thesis on boat building while studying in Florence, that first opened my eyes as to the possibility of becoming a designer of boats. I had always been passionate about boats, but when I went to university traditional architecture courses were the only option open to me as student. In 1995 I visited various studios hoping to find work and was lucky enough to find it in a studio with Ivana Porfiri. I later opened my own studio in 2003 and moved to this building 5-years ago. Today we have between three and six people working in the studio, depending upon the amount of work we have on.

Do you only work on yacht designs?

No, I work mostly on yachts but private residential and industrial design is also very important aspects of our work here in the studio. The design industry here in Italy, and very specifically in Milan, is very much more cosmopolitan than elsewhere in the world. There are no real boundaries in design and every discipline while different to look at, shares the same values in the designers mind. Visually there is vast different between a door handle and a sunroof, but to design either you approach it in the very same way.

How do those disciplines differ?

I enjoy looking at both architecture and design. I believe they are both different parts of the same ethos. Getting inside the mind of the client is important, you need to understand what they want and still surprise them at the end.

What are you working on now?

I am working on the conversion of a ship with the intention of creating a vessel that can act as a venue to host rock concerts. The idea is she would



57' Convertible Sloop

Currently on the boards of Paolo Rossi is this interesting project for a stylish 57' sailing yacht that makes full use of the recent developments in glass technology. While the benefits of a glass roof flooding the main salon with light are obvious, less obvious is the manner in which the aft glazed section slides to offer a unique open or covered cockpit arrangement. Just one example of the many innovative ideas to come out of this studio that successfully incorporates both style and substance in their designs.

enter port, tie alongside a berth and open her bulwarks to create a stage. It would make a great vehicle for a pop group making a world tour! Currently it is still a concept and research project, but it is for a client who still has to fully buy into the idea and come up with an idea of a sensible budget. I am also working on the refit of a yacht of 164' originally built by Oceanco.

What yacht designs are you most proud of?

I worked on Quadrator with German Frers for Patrizio Bertelli, the owner of Prada. I loved Blowzy and Zero and of course Blue Eyes, but I really like Mockba. She is a hand built MAS 42 Sport and was designed by me as a day boat. Every single detail is unique and custom built, from the mooring cleats to the hand sewn leather seats in the same style as a Bentley motor car. She will be used by her owner in Sardinian waters and features just one owner's cabin down below. The luxury and detailing of the interior easily matches, if not surpasses, that seen on board a large super yacht. It is so sad that the yard that built her has since closed down after building second boat on spec.

What does the future hold for you?

I have in hand a design for larger 171' for the same owner, plus a smaller one of 120' that is being built on spec. I am also developing my plans for the award winning 60' sailing yacht design that features a main saloon just one step down from the cockpit.



Cementing Milan's relationship with yachting, the MNYC event was declared a huge success by participants and visitors alike.

Leading brands from the yachting sector paired with designer labels, creating memorable couplings like Hermes and Lürssen, Larusmiani and CRN, Bulgari and Holland Jachtbouw, Etro and Benetti, Vhernier and Riva, Louis Vuitton and Perini Navi, Azimut and Damiani, Salvatore Ferragamo and Nauta's Swan, Corneliani and Baglietto.

During the event, which coincided with the city's hosting of Expo 2015, we spoke with organizer Miani who, along with the participants and attendees was obviously delighted with the festive atmosphere: "It was an exciting challenge to bring the world of yachting into the very heart of Milan, but the idea of creating a synergy between yachting and fashion industry leaders immediately seemed like a good opportunity to promote Italian excellence in the luxury sector. A completely new format came out of this idea, aimed at enhancing the visibility of shipyards, yacht clubs and design studios in the Quadrilatero for an entire week, supported by a display of unique pieces of the finest jewelry and watch brands."

Wearing his other hat as CEO of Larusmiani, the renowned fashion, accessories and prized fabric brand established in 1922, Miani explained the synergies between his company and their chosen partner, the CRN shipyard. "For both CRN and ourselves innovation is the essence of our tradition. We both offer a truly 'tailor-made' experience. The passion and the care for every detail that we share are the starting point of this project. Larusmiani and CRN truly have the same passion and the same dreams in common, which deepen their roots in a past characterized by excellence."

Echoing Miani's sentiments Lamberto Tacoli, CRN's Chairman and CEO, enthusiastically expounded on the benefits of the partnership for the shipyard: "CRN and Larusmiani's share the objective of creating icons of Italian design. We create bespoke products, characterized by outstanding craftsmanship and entirely built around the wishes of our Clients. For decades we have both put our skills, workmanship, know-how, flexibility, and the con-

stant search for innovative solutions to their service. It is therefore a great pleasure for us to be taking part in this exclusive sensory journey into excellence, together with a brand that is very similar to CRN in terms of culture and tradition. We share common values and the same great care for our customers and products. There is a natural affinity between CRN and Larusmiani, which are both synonyms of absolute exclusiveness."

Throughout the week Monte Napoleone was abuzz with yachting, cocktails and for those few days, with so many of the yachting industry's great and good in town, Milano felt like Monaco. Rounding off the festivities a suitably glamorous and highly exclusive VIP-only gala dinner was hosted in the salubrious surroundings of the Palazzo Serbelloni with a sumptuous epicurean experience created by celebrated chef Davide Oldani. As the yachting industry mixed with Milan's fashionistas the influence of the week was clear to see... we've never seen them so sartorially sophisticated!